

# NEWS NOTES

EDITED BY ROBERT ROOT

*News for inclusion in this section . . . activities of schools and departments of journalism, staff appointments and changes, curricular developments and the like . . . should be sent to Professor Root, School of Journalism, University of Texas, Austin 12, before January 1 for the next issue.*

## Journalism Enrollment Shows No Significant Change

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✿ ENROLLMENT REPORTED IN SCHOOLS AND departments of journalism in the United States this year declined slightly but appears not to have changed significantly from the 1959 figure.

An enrollment of 11,390 majors in journalism and communications was reported this fall by 101 schools. In 1959, the number of majors was 11,766 in 105 schools. The drop was 376 students with four fewer schools participating in the survey this year. However, the average enrollment remained at 112.

Of the 101 schools in the 1960 listings, 98 were represented in the 1959 survey. Comparative figures for these 98 show an enrollment increase from 10,987 to 11,300, or slightly less than 3%.

Three schools are listed this year which were not in the 1959 report and seven which reported last year are not on the list for 1960.

The survey covers all students, from freshman through graduate classification, who are enrolled as candidates for degrees in journalism or communications. Schools were asked to count students when their journalism-communications administrative organization is responsible for the degree sought. Figures supplied for two schools, Boston University's School of Public Relations and Communications and Michigan State University's Division of Mass Communications, include all stu-

dents registered in their communications units.

While total undergraduate enrollment this year showed a decline of 477, going from 10,826 in 1959 to 10,349 in 1960, the number of graduate students rose by 101, going from 940 in 1959 to 1,041 in 1960. Graduate students now make up about 9% of journalism-communications enrollments; the proportion is much higher in schools with extensive graduate programs.

This year's freshman class is reported almost the same size as last year's, with 2,776 in 1960 as against 2,796 in 1959. Sophomore enrollment is down to 2,426 in 1960 as compared with 2,777 last year; more than half this decline, however, is accounted for by the absence this year of a school which listed a large lower division enrollment last year.

The junior class is slightly larger this year, with 2,697 as compared with 2,634 last year. The senior class this year is smaller, with 2,450 as against 2,619 last year.

The number of bachelors and graduate degrees awarded was almost the same in the 1959-60 academic year as in 1958-59, with 2,740 degrees being conferred in 1959-60 as compared with 2,754 the year before.

In the "catch-all" category of special students, this fall's total of 1,987 was only slightly below last year's 2,019. "Specials" are not counted in the compilation of figures on majors. They are non-majors who are registered for work in journalism or are in programs which are journalism-unit

## 1960 FALL REGISTRATION IN JOURNALISM

AASDJ MEMBERS REPORTING	Year				Grad- uate	Special	Upperclass- Graduate Totals		1959-60 Degrees Awarded
	1	2	3	4			1960	1959	
Boston University**	—	—	206	169	105	8	480	502	223
University of Colorado	34	33	20	18	0	0	38	40	23
Columbia University	—	—	—	—	81	7	81	69	69
University of Florida	117	151	68	58	4	1	130	111	66
Fresno State College	16	6	17	10	3	75	30	47	10
University of Georgia	91	69	67	56	6	0	129	139	79
University of Illinois	—	—	100	79	50	0	229	248	110
Iowa State University	23	27	40	38	11	0	89	68	31
State University of Iowa	85	34	36	30	48	2	114	113	57
Kansas State University	23	17	22	15	3	0	40	32*	17
University of Kansas	—	—	34	41	5	1	80	57	41
University of Kentucky	32	29	30	27	0	0	57	61	16
Louisiana State University	—	27	30	21	10	26	61	80	34
Marquette University	111	80	39	67	16	3	122	132	56
Michigan State University***	149	116	122	98	65	0	285	300	118
University of Michigan	—	—	27	45	15	14	87	92	49
University of Minnesota	—	67	65	76	59	26	200	216	62
University of Missouri	—	—	114	114	75	0	303	299	134
Montana State University	24	20	24	23	4	28	51	39	10
University of Nebraska	44	41	28	24	0	41	52	55	25
University of New Mexico	23	28	12	11	0	18	23	22	8
University of North Carolina	—	—	35	25	7	1	67	59	16
Northwestern University	98	83	77	68	75	3	220	203	115
Ohio State University	42	33	26	39	8	0	73	71	38
Ohio University	130	84	62	64	16	30	142	150	72
Oklahoma State University	26	11	14	20	7	12	41	43	21
University of Oklahoma	65	60	69	37	12	109	118	103	51
University of Oregon****	—	—	23	33	14	4	70	102	42
Pennsylvania State University	88	66	57	51	22	49	130	120	57
Rutgers University	—	31	12	18	0	0	30	33	14
San Jose State College	49	45	43	40	0	0	83	90*	33
University of South Carolina	63	30	31	22	8	0	61	66	25
South Dakota State College	25	12	15	14	12	4	41	34	13
Stanford University	4	13	17	13	33	0	63	56	26
Syracuse University	121	100	33	25	39	6	97	88	37
University of Tennessee	51	31	29	26	0	2	55	54	23
Texas A.&M. College	10	27	20	15	0	0	35	29	12
University of Texas	70	57	65	56	11	155	132	128	48
Texas Woman's University	16	13	6	3	0	9	9	11	6
Tulane University	—	—	5	10	0	0	15	17	10
University of Utah	6	16	19	19	15	10	53	41	17
Washington & Lee University	—	12	4	4	0	0	8	17	9
University of Washington	82	62	64	66	18	139	148	144	50
University of Wisconsin*****	65	53	67	48	51	124	166	189	84
TOTALS AASDJ SCHOOLS..	1783	1584	1894	1736	908	907	4538	4570	2057

\*1959 comparative figures based upon last year's QUARTERLY when not submitted in 1960 returns.

\*\*Boston University: Figures cover enrollment in the School of Public Relations and Communications, including the Division of Journalism, the Division of Communication Arts and the Division of Public Relations.

\*\*\*Michigan State University: Figures cover enrollment in the Division of Mass Communications, including the School of Journalism, the Department of Advertising, and the Department of Television, Radio, and Film.

\*\*\*\*University of Oregon: There are 74 freshmen and 53 sophomore pre-journalism students, still classified as Liberal Arts and not yet subject to be included in the major figures.

\*\*\*\*\*University of Wisconsin: Totals include two departments: School of Journalism in the College of Letters and Science—freshmen 65, sophomores 53, juniors 59, seniors 39, graduate students 27, specials 124, and 64 degrees awarded in 1959-60 academic year; Department of Agricultural Journalism—juniors 8, seniors 9, graduate students 24, and 20 degrees awarded in 1959-60.

OTHER UNIVERSITIES AND COLLEGES REPORTING	Year			Grad- uate	Special	Upperclass- Graduate Totals		1959-60 Degrees Awarded
	1	2	3			1960	1959	
Arizona State University .....	30	38	30	28	0	0	58	15
University of Arizona .....	25	16	16	11	0	0	27	5
University of Arkansas .....	7	6	11	11	0	0	22	4
Baylor University .....	32	16	10	14	0	100	24	14
Bradley University .....	40	23	15	10	0	16	25	9
University of Bridgeport .....	8	5	0	3	0	10	3	2
Brigham Young University .....	14	11	11	13	6	75	30	17
Univ. of California (Berkeley) .....	—	—	73	55	24	0	152	49
University of California (L.A.)** .....	—	—	—	—	38	120	38	28
Creighton University .....	20	15	5	2	0	0	7	5
University of Denver .....	12	7	8	8	0	15	16	14
Drake University .....	19	10	8	8	0	0	16	18*
Duquesne University .....	67	39	27	26	0	30	53	23
Fordham University .....	—	22	8	17	0	6	25	18
Furman University .....	14	6	12	9	0	0	21	5
George Washington University*** .....	—	38	8	17	0	19	25	11
University of Houston .....	39	48	37	22	0	14	59	19
Idaho State College .....	10	5	4	4	0	0	8	9*
University of Idaho .....	8	12	8	8	0	0	16	4
Kent State University .....	25	29	31	15	0	11	46	32
Lehigh University .....	4	3	4	2	0	0	6	3
Lincoln University .....	5	6	4	2	0	0	6	9*
Long Island University .....	12	7	4	4	0	0	8	10*
Loyola University (New Orleans) .....	18	13	7	8	0	8	15	11*
University of Maine .....	—	—	10	7	0	16	17	7
Marshall College .....	10	9	15	12	0	0	27	5
University of Maryland .....	31	35	59	20	0	0	79	31
University of Massachusetts .....	—	—	9	10	0	0	19	7
Memphis State University .....	18	21	18	20	0	0	38	21
University of Nevada .....	35	20	15	11	0	0	26	25*
New York University .....	14	11	26	18	13	4	57	38
University of North Dakota .....	11	11	10	11	2	25	23	16
North Texas State College .....	55	22	20	21	0	53	41	23
Northern Illinois University**** .....	19	10	10	5	4	30	19	—
Ohio Wesleyan University .....	7	7	4	8	0	0	12	5
Oklahoma Baptist University .....	8	1	0	5	0	0	5	1
Oklahoma City University .....	9	9	10	6	0	95	16	16*
Omaha University .....	40	17	12	12	0	87	24	9
University of Pennsylvania .....	—	—	—	—	23	—	23	12
Rider College .....	14	10	10	4	0	0	14	8*
St. Bonaventure University .....	—	7	8	9	0	71	17	6
San Diego State College .....	16	28	12	20	0	8	32	20
State University of South Dakota .....	6	8	10	8	0	0	18	13*
University of Southern California .....	29	17	16	26	10	43	52	20
Southern Illinois University .....	46	35	29	21	11	10	61	14
Southern Methodist University .....	15	13	15	14	0	11	29	12
Texas Christian University .....	25	15	20	21	0	3	41	11
Texas Technological College .....	47	16	10	17	2	25	29	13
Trinity University .....	19	10	7	7	0	1	14	8
University of Tulsa .....	12	25	21	14	0	45	35	13
Utah State University .....	8	10	7	6	0	38	13	10*
Washington State University .....	31	6	12	6	0	2	18	7
Washington Univ. (St. Louis) .....	—	7	5	4	0	0	9	4
Wayne State University .....	—	50	22	31	0	0	53	15
West Virginia University .....	23	19	24	17	0	38	41	17
University of Wichita .....	20	12	10	15	0	50	25	13
University of Wyoming .....	16	6	6	11	0	1	17	4
TOTALS OTHERS REPORTING .....	993	842	803	714	133	1080	1650	683
AASDJ TOTALS .....	1783	1584	1894	1736	908	907	4538	2057
GRAND TOTALS .....	2776	2426	2697	2450	1041	1987	6188	2740

\*1959 comparative figures based upon last year's QUARTERLY when not submitted in 1960 returns.

\*\*University of California (L.A.) does not have an undergraduate major, but Department of Journalism serves undergraduates listed as specials.

\*\*\*George Washington University: Enrollment for first two years is given without a breakdown.

\*\*\*\*Northern Illinois University: Department of Journalism is in its first year of operation offering a major.

responsibilities though they do not lead to degrees.

Forty-four members of the American Association of Schools and Departments of Journalism reported an enrollment of 7,905 this fall. Last year, 45 AASDJ members listed 7,726 students.

Enrollment in 57 other schools and departments this year totals 3,485, by comparison with the 4,040 reported last year by 60 schools. Most of the decline is accounted for by the fact that six schools with 1959 enrollments totaling 469 did not report this year. Three smaller schools not in the 1959 survey joined the list this year, reporting a total of 90 students.

Upperclass and graduate enrollment this year is 6,188 for 101 schools, as against 6,193 for 105 schools reporting in 1959. This year's upperclass and graduate enrollment represents 54.3% of the total, an increase over the 52.6% of last year.

### Journalism Department Launched at Rhode Island

A department of journalism has been established at the University of Rhode Island this year.

The department offers 15 courses. For majors there is a core of seven courses plus options in newspaper reporting and editing and radio-TV reporting and editing. Journalism courses have been offered at URI for 30 years, and for the last several years journalism had been a minor in the English Department.

Robert W. McCreanor, associate professor of journalism, was named chairman of the department. McCreanor has been at URI since 1954, coming from Ohio University, where he had been editor of alumni publications and instructor in journalism. He has been a summer and part-time copyeditor for the Providence *Journal-Bulletin* for the last six years. He holds a B.S.J. and M.S. from Ohio University.

Also on the full-time faculty of the department is M. Ezzedin Batroukha, assistant professor of journalism. Batroukha, a graduate of the University of Cairo, is a candidate for a doctorate in mass communications at Syracuse University. He is a former reporter for *Al Ahram*, Cairo daily and Radio Cairo.

Reporters and editors will supplement the faculty, as lecturers and laboratory teachers.

### AEJ Committees for 1961 Announced by Duncan

President Charles T. Duncan has announced the following AEJ committee appointments, the appointments being for 1961 only except where a later termination date is indicated. Chairmen's names are listed first.

#### EXECUTIVE COMMITTEE

Charles T. Duncan, Oregon; Kenneth N. Stewart, Michigan; Theodore Peterson, Illinois; Elmer F. Beth, Kansas; Keen Rafferty, New Mexico; Hillier Kriehbaum, New York; Fred S. Siebert, Michigan State.

#### COMMITTEE ON 1961 CONVENTION

(Aug. 27-31, Ann Arbor)

Kenneth N. Stewart, Michigan; Paul J. Deutschmann, Michigan State; H. Eugene Goodwin, Pennsylvania State; A. L. Higginbotham, Nevada; W. Sprague Holden, Wayne State; Hillier Kriehbaum, New York; Norval Neil Luxon, North Carolina; Keen Rafferty, New Mexico.

#### AUDITING

Chris Burns, Colorado; E. L. Callihan, Southern Methodist; Willis C. Tucker, Tennessee.

#### HISTORY OF JOURNALISM

William Ames, Washington; Judd Grenier, El Camino; George S. Hage, Minnesota; Patrick Hazard, Pennsylvania; A. L. Higginbotham, Nevada; Harold L. Nelson, Wisconsin; Calder M. Pickett, Kansas.

#### INDUSTRIAL AND TECHNICAL JOURNALISM

Ralph R. Lashbrook, Kansas State; Fred M. Shideler, Oregon State; Bryant Kearl, Wisconsin.

#### LIAISON WITH INTERNATIONAL ORGANIZATIONS

Charles M. Hulten, California; Edward W. Barrett, Columbia; L. John Martin, Florida; Raymond B. Nixon, Minnesota; David M. White, Boston.

#### MAGAZINE JOURNALISM

David Botter, Northwestern; William E. Porter, Iowa; DeWitt Reddick, Texas; Roland E. Wolseley, Syracuse.

#### NOMINATING

Norval Neil Luxon, North Carolina; Ralph O. Nafziger, Wisconsin; Oliver Smith, Brigham Young.

#### PLACE OF MEETING, 1963

John E. Drewry, Georgia; Earl English, Missouri; Clifford F. Weigle, Stanford.

#### PROFESSIONAL FREEDOM AND RESPONSIBILITY

1961: Wesley C. Clark, Syracuse; Charles M. Hulten, California; George Phillips, South Dakota State; Willis C. Tucker, Tennessee.

1962: Hillier Kriehbaum, New York; J. Edward Gerald, Minnesota; L. John Martin, Florida; Harold L. Nelson, Wisconsin.

1963: John L. Hulteng, Oregon; Ralph D. Casey, Minnesota; David Host, Marquette; Jay Jensen, Illinois; D. Wayne Rowland, Texas Christian.

#### PUBLICATIONS

Chilton R. Bush, Stanford (1963); Hillier Kriehbaum, New York (1961); Frank Luther Mott, Missouri (1962).

#### RECRUITMENT AND JOURNALISM

H. Eugene Goodwin, Pennsylvania State; Floyd Arpan, Indiana; Scott M. Cutlip, Wisconsin; L. J. Hortin, Ohio; Leslie G. Moeller, Iowa;

J. L. O'Sullivan, Marquette, Daniel Warner, Washington.

#### RESOLUTIONS

L. J. Hortin, Ohio; Douglas Perry, Temple; Charles Sandage, Illinois

#### SECONDARY SCHOOL JOURNALISM

Gretchen Kemp, Indiana; Lester Benz, Iowa; Donald Brown, Illinois; John V. Field, Michigan; Roy Paul Nelson, Oregon.

#### STANDARDS OF TEACHING

1961: Nathan Blumberg, Montana; W. Sprague Holden, Wayne State; Norval Neil Luxon, North Carolina.

1962: F. J. Price, Louisiana State; Robert Root, Syracuse; William H. Taft, Missouri.

#### AEJ REORGANIZATION

(ad hoc)

Mitchell V. Charnley, Minnesota; Warren K. Agee, Sigma Delta Chi; Kenneth N. Stewart, Michigan; A. Gayle Waldrop, Colorado; Quintus C. Wilson, West Virginia.

### Chinese Press Collection Bought for U.S. Research

A large collection of the mainland Chinese press is being deposited at the Mid-West Inter-Library Center in Chicago. The negotiations were recently concluded for this purchase of \$24,000 of microfilm from Hong Kong. Included are a two-million item clipping file and many periodical and newspaper files from China.

The collection was bought by Dr. G. Raymond Nunn, head of the Asia Library of the University of Michigan, who has been named chief investigator for a project on the development of publishing and information systems in the science during the last decade in China. It is supported by a \$25,530 grant from the National Science Foundation.

"The importance of this can be realized from the fact that newspaper and periodical subscriptions with China have been maintained through Hong Kong under conditions of extreme difficulty, and at the present moment almost all scholarly periodicals and all but one newspaper have been prohibited for export from mainland China," Dr. Nunn explains.

### Pauling Speaks to Writers At Kansas State Meeting

Linus Pauling of the California Institute of Technology, Nobel Prize winner in 1954, accepted a staff position for the science writers conference scheduled for November at Kansas State University. Fifty newspaper and radio newsmen were expected to attend the five-day meeting.

### Quintus Wilson Named at West Virginia; Agee to SDX

Dr. Quintus C. Wilson, chairman of the department of journalism at the University of Utah, has been named to succeed Dean Warren K. Agee of the West Virginia University School of Journalism.

It was announced at the Penn State convention of the Association for Education in Journalism that Dr. Agee had accepted a position as national executive officer of Sigma Delta Chi, professional journalistic fraternity. In the interim between Nov. 1, when Dr. Agee was to report at Chicago, and Jan. 1, when Dr. Wilson starts at Morgantown, a faculty committee will direct the school.

Dr. Agee said that a major objective of his at SDX will be to bind undergraduate and professional chapters more closely together "to attract talented young people at high school and college level into journalism and to nurture their interest until they become active practitioners." The establishment of regional seminars for students and professionals is proposed.

During his almost two and one-half years at West Virginia University, Dean Agee reorganized the school's curriculum, established a Journalism Alumni Association and Alumni Fund, instituted regional high school clinics, laid the groundwork for a graduate program and, with the West Virginia Press Association, set up a statewide internship program, a West Virginia Journalism Foundation, and a dozen Future Journalists of America chapters.

Agee had been re-elected to represent the AEJ on the American Council on Education for Journalism during 1961-62. He also has been appointed chairman of a nationwide committee screening journalism applications for Fulbright and Smith-Mundt research and study grants for 1961-62. A text, *Introduction to Mass Communications*, which he co-authored with Edwin Emery and Phillip H. Ault, went into second printing this fall.

A reporter for the Fort Worth (Tex.) *Star-Telegram* for 11 years, Agee headed the Department of Journalism at Texas Christian University for eight years. He is a past president of the AEJ and the American Society of Journalism School Administrators.

Dr. Wilson was a newspaperman for 25 years before he established the journalism

department at Utah in 1948. He is a past president of ASJSA and Kappa Tau Alpha, national journalism honor society. He is a member of the accrediting committee of ACEJ and recently was elected to the executive committee of the American Association of Schools and Departments of Journalism.

Wilson holds the B.S., M.A. and Ph.D. degrees from the University of Minnesota, where Agee also obtained his M.A. and doctorate. In recent years he has served as a journalism adviser in Japan, Iran and Afghanistan.

### **New Washington Program Includes City Room Veterans**

The University of Washington School of Communications this fall began a program planned to benefit both the school and experienced journalists. Under two lectureships of \$4,000 each, veteran city room staffers were offered graduate courses or independent time in any field in exchange for a part-time teaching load in editing and news writing courses. The program is based on the premise that candidates will return to the news room after the academic year.

Men of six newspapers applied after the mid-summer announcement, but in two instances employers refused to grant leaves of absence.

The two candidates accepted were Hugh Harrison and Rolf A. Stromberg. Harrison is wire editor and former copy reader of the *Seattle Times*. He holds a B.A. in journalism from the University of Minnesota. Stromberg comes from the *New York Times*, where he was late city editor, makeup man and assistant night city editor.

### **Stanford to Study Schools With Half-Million Contract**

The Institute for Communication Research and the School of Education at Stanford are to conduct research on "The Structure and Process of School-Community Relations" under a five-year contract for \$581,430 with the U.S. Office of Education Cooperative Research Program.

The research program, which follows three years of exploratory work in this area, will be directed by William R. Odell, professor of education, and Richard F. Carter, assistant professor of communications and journalism.

### **Journalism Historians Hold Conference in Stockholm**

The History Section of the International Association for Mass Communication Research met at Stockholm on Aug. 19-20. The group was recognized, during its session, as the Commission on the History of the Press of the International Congress of Historical Sciences, which was meeting simultaneously in the Swedish capital.

Nine papers and reports were presented, dealing with substantive aspects of the history of the press and with method in research on history of the press. Two of the papers were by American journalism professors, Edwin Emery of Minnesota and Harold L. Nelson of Wisconsin.

The section adopted a resolution welcoming the membership of persons interested in the history of all the mass media of communication. Its next meeting will be in June 1961 at Lausanne.

The section also voted to begin an inventory of newspapers in archives and libraries throughout the world, obtaining basic data through the use of a questionnaire now being prepared by a committee composed of Folke Dahl, librarian of the City Library, Göteborg, Sweden; Prof. Theodore Luykx, University of Gand, Brussels, Belgium; and Prof. Nelson. The questionnaire will be sent to Unesco.

The steering committee of the group was expanded to include 21 representatives of 14 countries: France, Italy, Austria, West Germany, Sweden, Switzerland, Belgium, Poland, Great Britain, Czechoslovakia, East Germany, Canada, the U.S. S.R. and the United States. Prof. Nelson joined Prof. Emery as U.S. representatives; representing Canada was the Rev. John W. Mole, secretary, Canadian Institute of Communications, University of Ottawa. President is Prof. Guiliiano Gaeta, University of Trieste, Italy.

### **Trout, Oklahoma State, Dies; Headed Journalism 32 Years**

Clement E. Trout, 68, head of the Department of Journalism at Oklahoma State University for 32 years, died of a heart ailment in July. He retired two years ago.

A graduate of the Universities of Illinois and Wisconsin, he was farm editor of the *Milwaukee Journal* before going to Oklahoma in 1926. He is survived by his widow, two daughters, and five grandchildren.



### Walter Wilcox Named Chairman at UCLA

Walter Wilcox, former associate professor of journalism and director of educational television at Tulane University, has been named chairman of the Department of Journalism at the University of California, Los Angeles. He succeeds Prof. Robert E. G. Harris, who will continue on the teaching staff.

Prof. Wilcox holds the M.A. and Ph.D. degrees from the University of Iowa and the B.A. from the University of Nevada. He was manager and editor for the Ely (Nev.) *Daily Times* and the Ely *Record*. Prof. Wilcox has held teaching posts at the Universities of Iowa and Wyoming.

William S. Caldwell has joined the staff as assistant professor of journalism, specializing in public relations and the press and world affairs classes. Caldwell was formerly on the staff of the Minneapolis *Star* and *Tribune*. His teaching experience includes positions with the University of North Carolina, Macalester College and the University of Minnesota, where he received his Ph.D. degree.

### Osgood, Gerbner Travel Widely On Cross-Cultural Studies

Two members of the Institute of Communications Research at the University of Illinois logged many miles in recent cross-cultural studies.

Prof. Charles E. Osgood, director of the institute, traveled around the world in behalf of a study being supported by the Society for the Investigation of Human Ecology. The project is a cross-cultural study of affective meaning systems despite gross differences in both language and culture.

Prof. George Gerbner spent the summer in Europe doing preliminary work on a study of how publications and broadcasts of different nations portray educators and the role of education. The project is being done under a grant Gerbner received from the U. S. Office of Education.

The study will seek to find out how information and education produced in the United States for general mass audiences squares with that in a West European and a Soviet socialist country with respect to representations of education as a part of national, community and personal life.

### Arnold Named Chairman Of Syracuse Graphic Arts

Edmund C. Arnold, authority on newspaper typography and design, has joined the faculty of the School of Journalism of Syracuse University.

Arnold will hold the title of professor and chairman of the graphic arts department. He succeeds Laurance B. Siegfried, nationally known typographer, who reached retirement age three years ago but has continued to teach. He will continue to handle two courses.

Arnold, who was editor of *Linotype News*, has assisted in restyling newspapers in every state and in most North and South American countries.

Arnold also will serve as a consultant for Mergenthaler Linotype Co. and will continue to conduct his one-day clinics on newspaper makeup, which have taken him into 40 states while director of trade relations for Linotype.

His work has brought him a George Polk Memorial Award, a special award of merit from the National Editorial Association, and many citations from state press associations.

A newspaperman with over 25 years experience, Arnold is still co-publisher of the prize-winning Frankenmuth (Mich.) *News*. He is a graduate of the School of Journalism at Michigan State University.

His book, *Functional Newspaper Design*, is considered a leading work in the field. He also wrote *Profitable Newspaper Advertising* and *Feature Photos That Sell*.

### Profs Take Summer Jobs; Marbut in West Indies

Frederick B. Marbut, professor of journalism at Penn State, returned to the campus in mid-September from Kingston, Jamaica, West Indies, where he taught a short course in journalism for British West Indies students.

The short course was offered in cooperation with the University College of the West Indies and the International Educational Exchange Service of the U.S. State Department. Students included members of the newspaper staffs of the British West Indies.

Marbut, a specialist in history and law of journalism, and the Latin American press, has lectured in Ecuador, Venezu-

ela, Argentina, Chile, Uruguay and Bolivia in recent years.

Other summer work reported to the QUARTERLY included:

John W. Dooley, Nebraska—Lincoln *Journal*.

Ben Yablonky, Michigan—CBS TV news.

Louis Alexander, Houston—*Saturday Evening Post*.

Maynard Hicks, Washington State—Portland *Oregonian*.

W. Sprague Holden, Wayne State—Detroit *Free Press*.

Willis L. Winter Jr., Minnesota—San Francisco *Chronicle*.

Joe C. Sutton, Illinois—Champaign-Urbana (Ill.) *Courier*.

Hugh W. Sargent, Illinois—J. Walter Thompson Agency, Chicago.

Dr. Eleanor Blum, Illinois—teaching library school, George Peabody College, Nashville.

### Medill Reorganizes Into Two Departments

The Medill School of Journalism at Northwestern University has been organized into two new departments, editorial and advertising, established by the board of trustees. The departmentalization became effective Sept. 1.

Prof. David Botter was named chairman of the editorial department, which will provide administrative services for the school's instructional program in newspaper, television-radio and magazine.

Prof. Vernon Fryburger was appointed chairman of the advertising department, which now includes the recently revised program formed by combining the advertising programs offered in both the schools of journalism and business.

### Soviet Officials Study Information in Wisconsin

Seven agricultural officials from the U.S.S.R. visited the University of Wisconsin in September to study dissemination of scientific and technical information to farmers. The group, headed by P. S. Kuchumov, deputy minister of agriculture, came as part of the cultural exchange program between the Soviet and the United States. An American delegation visited the U.S.S.R. last summer.

### Penn State Names Brown, Pockrass to Chairmanships

Professors Charles H. Brown and Robert M. Pockrass have been named to chairmanships in the School of Journalism, Pennsylvania State University.

Brown, a member of the faculty since 1947, will become chairman of the school's news and editing major. Pockrass, at Penn State since 1948, will be chairman of the graduate program. Brown replaces Eugene Goodwin, director of the school, who has been serving as acting chairman of news and editing. Pockrass succeeds James W. Markham, who asked to be relieved of administrative duties to devote full time to teaching and research.

### Humphreys Pushes Journalism Schooling in West Africa

Dr. Sesson E. Humphreys, associate professor of journalism at Ohio University, has completed an 11-month Smith-Mundt assignment as visiting lecturer in journalism in West Africa. A large part of his time was at Lagos City College in the Nigerian capital.

Dr. Humphreys developed plans for a one-year journalism diploma course to be started soon at Ibadan, Nigeria. He served also as consultant of the University of Liberia on instituting a journalism sequence in Monrovia.

### College PR Leaders Eye Role of Social Sciences

The American College Public Relations Association and the Syracuse University School of Journalism jointly sponsored a public relations institute at Syracuse in August. Dr. William P. Ehling, head of Syracuse information services, who directed the conference, said its aim was to "study the role of social science in the administration of educational public relations."

Speakers included Dr. Bernard Berelson, director, Bureau of Applied Social Research, Columbia University; Dr. Paul J. Deutschmann, director, Communications Research Center, College of Communication Arts, Michigan State University; Dr. Percy H. Tannenbaum, director, Mass Communications Research Center, University of Wisconsin, and Dr. Robert D. Murphy, chairman of the newspaper department at Syracuse.



### Marquette J-College Notes Golden Anniversary

The Marquette University College of Journalism will celebrate the golden anniversary of journalism instruction at the university during the school year, 1960-61.

While various functions will be held throughout the year, two major events are scheduled for the spring of 1961.

On March 9, 10 and 11, an academic conference will be held to consider the subject: "Do the newspapers give readers the knowledge they need to carry out their duties as citizens in a democracy?" Among those who will speak are Douglass Cater, chief of the Washington bureau of *Reporter* magazine, and Dr. Donald C. Blaisdell of New York University.

On April 14, an Institute on Foreign Correspondence will be held. Four alumni will be speakers: Jack Casserly, Hearst Headline Service, Rome; Wallace Carroll, Washington news editor, New York Times; Fred Zusy, president, Continental Press, and Paul McMahon, travel editor, Milwaukee Journal.

Committees of 100 alumni and 100 other leaders in the professional field, have been formed to carry out the program.

### Brewster to Set Up ICA Center in Nepal

Prof. C. Wesley Brewster of the School of Journalism of Syracuse University has been appointed by the International Co-operation Administration to set up an educational materials production center in Nepal.

Brewster's assignment will be to organize and operate the materials production center in Kathmandu, the capital city, to provide textbooks, maps, filmstrips, motion pictures and other audio-visual materials for Nepal's school system.

This will be his second overseas assignment in five years.

In 1959, Prof. Brewster returned to the School of Journalism after three years in Iran under the Syracuse University audio-visual contract. He organized a modern printing plant in Teheran for the Iranian ministry of education, and supervised its first year of operation. Now employing some 50 workers, the plant produces educational materials for the public schools of Iran.

### Communications Research Council Adds Two New Members

The Council on Communications Research announces that Ithiel de Sola Pool and Leo Bogart have accepted election to one-year terms as "outside" members of the Council. The two were chosen by the Council members in accordance with the constitutional amendment adopted by AEJ in 1956.

Dr. Pool is director of the program in international communication at the Massachusetts Institute of Technology's Center for International Studies in Cambridge. Dr. Bogart is currently vice-president for research, Bureau of Advertising, American Newspaper Publishers Association, New York City.

The new members are expected to participate in a mid-winter meeting of the Council February 23-24 in Minneapolis.

### J-School at LSU Gets Renovated Building of Own

Extensive renovation and modernization of the Journalism Building at Louisiana State University was completed in time for the opening of the fall semester. For the first time, the School of Journalism, elevated from departmental status in 1931, has full occupancy of a building of its own, tailored to journalism needs.

The building, erected in 1904, was moved brick by brick 30 years ago from the previous site of the university in downtown Baton Rouge. In the remodeling, the school made extensive changes in areas formerly occupied by the Alumni Federation and by the Louisiana State University Press.

A new 65-student classroom has been equipped for use of audio-visual aids. The expansion provided more space for the Journalism Extension Service and Louisiana Press Association headquarters. The *Daily Reveille* acquired larger quarters.

Besides moving interior walls, laying asphalt tile floors, replacing all doors, covering ceilings with acoustic tile, and replacing all lighting fixtures, the renovators built new photographic labs for both the school and the *Reveille*.

Most of the school's furniture has been replaced with new.

Cost of the renovation was approximately \$60,000.

## Jorgensen Launches Study Of Educational Television

Erling S. Jorgensen, associate professor of journalism at Montana State University, has been granted a year's leave of absence to develop plans for educational television in Montana.

The Ford Foundation has granted \$21,450 for a study looking toward activation of six television channels reserved for educational use.

Herbert D. Seiter, producer-director of *KQRD-TV*, San Francisco, has been named director of the radio-TV studios of the university to replace him during the year. A Stanford graduate, he was awarded an NBC outstanding student award, and was producer of the first Russian language lessons televised in San Francisco.

## NEWS NOTES

*Arizona State University*—The Department of Mass Communications has moved into a wing of the new Liberal Arts Building. Previously it was housed in an annex. New quarters include special reporting and editing laboratories.

While a Smith-Mundt professor of journalism in Managua during the summer, Dr. Marvin Alisky also served as Nicaraguan correspondent for the NBC network and the Copley News Service.

*Columbia University*—On the second anniversary of his death, the Elmer Davis Memorial Fund was established. Through the initiative of John Daly and Edward R. Murrow, a committee has collected a total of \$36,695 to support semi-annual lectures on mass communications in the spirit of Davis. The talks will be taped and filmed.

The Catherwood Foundation of Bryn Mawr, Pa., has announced establishment of the Columbia-Catherwood Awards for responsible and enlightened international journalism. The awards, which initially will be given to one French and one American journalist each year, will be administered with the cooperation of the French Press Institute of the University of Paris.

The Graduate School of Journalism will supervise the program. The award winners will be chosen on the basis of the journalists' enlightened handling of

transAtlantic news and their ability to serve as effective spokesmen in clearing up misunderstandings between the two countries. Each award winner will travel to the other side of the Atlantic, where he will be expected to explain his country's point of view through public appearances and articles during a period of two to four weeks. The winners will receive, in addition to plaques and certificates, a grant of approximately \$2,000 to cover expenses. The first awards will be presented early in 1961.

*University of Illinois*—University television station *WILL* in October became the first educational television station in the country to carry "The Play of the Week," a series of major drama productions originating over *WNTA-TV* in New York City.

Prof. Dallas W. Smythe of the Institute of Communications Research gave a paper on "Space Satellite Communications and Public Opinion" Aug. 30 in New York City before the public opinion section of the American Sociological Association.

Dean Theodore B. Peterson of the College of Journalism and Communications was scheduled to speak on "The Minority Magazine in a Mass Media Society" Dec. 8 at the Annenberg School of Communications, University of Pennsylvania. In September Prof. Smythe addressed the Annenberg School on "The Spiral of Terror and the Mass Media."

*Kansas State University*—The Herschel C. Logan collection of original cartoons and illustrations is being purchased for the Department of Journalism. The purchase was made possible by contribution of \$1,500 from Richard M. Seaton, publisher, and Secretary of the Interior Fred A. Seaton.

*Memphis State University*—A journalism internship program was started this fall between the university and the *Memphis Commercial Appeal*. Two senior journalism students are enrolled in an applied journalism course for six hours of academic credit during the year, and they report to the newspaper three days a week for a minimum of 14 hours work after classes. The students receive pay on the regular scale for beginning newsmen.

*University of Minnesota*—The Research Division of the School of Journalism has received a \$9,500 grant from the Louis J. and Maude Hill Foundation of St. Paul for a detailed study of the evening viewing audience for educational television. This study will be the second major project involving educational TV in which the division has been the research agency. It will be under the direction of Prof. Roy E. Carter, assisted by Verling C. Troidahl, research fellow.

Dr. Carter traveled to Hawaii in August, where he participated in a State Department seminar for Asian journalists.

*Montana State University*—The photographic laboratories have been enlarged by the addition of a large room formerly used as a typographical laboratory. The type lab will be set up in the copy layout room during terms in which typography is offered.

*University of Nevada*—The production of the slogan for the 1960 National Newspaper Week by the students in journalism at the university was signalized by a dinner in Reno Oct. 8.

A plaque was presented to the students by the National Newspaper Week committee, which conducted a national contest among schools of journalism to get the best possible slogan.

John B. Long, general manager of the California Newspaper Publishers Association, who is the founder of National Newspaper Week, made one of the major addresses, and gave the plaque to the students. Chief speaker was Congressman John Moss, chairman of the House subcommittee on freedom of government information.

*Ohio University*—Richard H. Gentry, assistant professor, completed his final oral examinations for the doctorate in communications at the University of Illinois in September. The subject of his dissertation is "Liberalism and the New Republic—1914-1960."

*Pennsylvania State University*—With an aim of finding "the dispensables in newspaper content," a study of Richmond, Virginia, newspapers will be made by two journalism faculty members. Prof. Robert Pockrass, heading the project and working with Director Eugene Goodwin, went to Richmond in October to supervise a week-long survey by interviewers of about

400 people. They asked questions about how they read the Richmond papers, the *Times-Dispatch* and the *News Leader*.

*Southern Illinois University*—The university was chosen as the site of a mid-west regional convention of Alpha Delta Sigma, professional advertising fraternity, in November.

*Stanford University*—Prof. Jacques Kayser of the University of Paris, deputy director of the French Press Institute, spent the month of October in the international study program of the Institute for Communication Research, Department of Communication and Journalism. Mr. Kayser gave a series of lectures while at Stanford, as well as participating in the research.

*Syracuse University*—A collection of Arabic type has been given the School of Journalism by George Hamilton, who has been advising a new radio station in Jordan, under auspices of the university. Each font, with 316 different characters, requires two cases.

The Television and Radio Department held in August a week-long seminar on responsibility in broadcasting. Among faculty leaders were James Day, *WQED*, San Francisco; A. Louis Read, *WDSU*, New Orleans; Richard Salant, CBS vice president, and Edward Stanley, NBC director of public affairs. Twenty-four future leaders selected by their stations as having leadership potential took part.

*University of Texas*—Robert F. Schenckan, university radio-TV director, demonstrated the use of television in university teaching during two September trips to Mexico City. The first appearance, as consultant for the Ford Foundation, was before the Congress of the International Association of Universities. He was invited back to appear before the entire faculty of the National University, which is trying to cope with 60,000 students and hopes TV may help.

*University of Washington*—Daniel S. Warner, associate professor, has been engaged since May in a study attempting to measure the change in awareness of and attitude toward a consumer brand resulting from exposure to a single advertising medium.

*Wayne State University*—The Journalism Department's offices moved to a new situation during the spring term. It now

has a library-workroom for the use of students which contains typewriters, periodicals, reference works and books on newspapering.

*West Virginia University*—Two-thirds of the employed alumni of the School of Journalism are engaged in journalism or journalism-related work, according to a newly published journalism directory. The 64-page, pocket-size publication lists the names and occupations for 543 alumni. The 307 men and 236 women, representing 40 years of journalism education at the university, reside in 33 states, the District of Columbia and nine foreign countries.

### FACULTY CHANGES

*Baylor University*—Bill Moyers, former director of public relations for Southwestern Baptist Theological Seminary, has been named assistant professor of journalism. He succeeds Ray Tassin, who is on leave to complete work on his doctor's degree. Moyers has been on Lyndon B. Johnson's campaign staff.

*Columbia University*—Robert W. Miller is heading the public relations courses at the School of General Studies this fall. He has been executive vice president of Public Relations Research Associates, Washington, D. C. A graduate of the College of the Pacific, he holds a Master's in Business Administration from Harvard, and is completing his doctorate at American University.

*Duquesne University*—Richard G. Staples has joined the faculty of the Journalism Department, as instructor in journalism and photography. He finished his course work towards his master's degree at Boston University's School of Public Relations and Communications in June 1960 and is completing his thesis on "The Cuban Revolution." A professional photographer, he covered the Cuban revolution as correspondent for *U.S. News and World Report* and won an honor fellowship at Boston.

*Findlay College*—J. W. Click, director of public relations and instructor of journalism, has resigned to accept a position as instructor in the journalism department at Central Michigan University. Edward Morris, former reporter for the *Charleston Daily Mail*, has been appointed to succeed Click.

Morris received his A.B. degree from Morris Harvey College in 1958 and his M.S. degree in journalism from Ohio University in 1959. Click received his A.B. degree from Ball State Teachers College in 1958 and his M.S. degree in journalism from Ohio University in 1959.

*Fordham University*—Father William K. Trivett, S.J., has been named chairman of the Department of Communication Arts, succeeding Father John A. St. George, S.J.

Edward M. Wakin, assistant professor of journalism, has been appointed director of news and special events for *WFUV-FM*, the university station. He was formerly Brooklyn editor of the *World Telegram and Sun*.

Herbert Kupferberg of the *Herald Tribune* staff has been named an adjunct instructor on the journalism faculty.

*University of Idaho*—Tom Cooper, previously a reporter for the Quincy (Ill.) *Herald-Whig* and an advertising copywriter, has been appointed journalism instructor. He succeeds Lee Corkill, now magazine editor for Morrison-Knudsen Co., Inc., of Boise.

*Kent State University*—Henry Beck has been appointed assistant professor of journalism, in charge of photography. Beck was formerly with the *Detroit Free Press* and the *Miami Herald*. He holds a master's degree from Western Reserve University.

Dr. Harold Van Winkle has been named assistant professor of journalism. He was formerly on the staff at Bowling Green State University. He replaces Melvin Scarlett, now dean at Hastings College, Nebraska.

*Long Island University*—James J. Tuite, assistant sports editor of the *New York Times*, will present a full-year course in news reporting. Lewis W. Gillenson, editor-in-chief of *Coronet* magazine, will teach magazine editing and production. Both men will also serve on the board of judges relating to the George Polk Memorial Awards.

*University of Minnesota*—R. Smith Schuneman has been appointed an instructor, specializing in photojournalism. He holds an M.A. in photography and communications from Ohio University, and has worked as reporter-photographer for the *Milford (Iowa) Mail* and corre-

spondent and photographer for *WHTN-TV*, Huntington, West Virginia.

Robert D. Watters is serving as a lecturer in advertising courses, replacing Willis L. Winter Jr., assistant professor who is on leave studying for a Ph.D. in communications and advertising at University of Illinois. Watters has completed his course work and preliminary examinations for the Ph.D. in communications at Illinois and served as an instructor there.

Dr. William A. Mindak has been promoted to associate professor. Dr. Mary A. Gardner, who received her Ph.D. in journalism at Minnesota in June, was promoted to lecturer, and Kenneth A. Gompertz to instructor.

Prof. Fred L. Kildow is on sabbatical leave during 1960-61 to study and write in the fields of high school and college publications. Prof. Edwin Emery has returned to teaching after a year's leave on a Guggenheim Fellowship to study the American press associations in New York, Washington and Europe, where he and his family traveled 15,000 miles through 14 countries visiting AP and UPI offices, journalism research centers and universities.

*Marquette University*—Joseph Mader returned to the faculty of the College of Journalism in September. He had been at Marquette before entering Naval service during World War II. After discharge, he engaged in public relations work and then taught at Duquesne for five years.

*Montana State University*—Vic Reinemer, editorial writer and associate editor of the Charlotte (N. C.) *News* for five years, has joined the staff for the fall term as the fourth Dean Stone Visiting Lecturer in Journalism. He replaces Prof. F. T. C. Yu, who is on leave. Reinemer, a 1948 Montana journalism graduate, is on leave from his position as executive secretary to Sen. James E. Murray.

Herbert D. Seiter, producer-director of *KQED* television station in San Francisco, has been named to a one-year appointment as assistant professor of journalism and director of the radio-television studios.

*University of Nevada*—Theodore E. Conover, Ohio weekly newspaper publisher and daily newspaper editor, has joined the staff of the Department of

Journalism as assistant professor. He sold the *Centerburg Gazette*, Licking county weekly, to assume the position at Nevada. A graduate of Ohio University, he holds a master's degree from Ohio State University.

*North Texas State College*—Robert L. Stanley, assistant city editor of the *Dallas Times Herald*, was named assistant professor of journalism. He received the B.A. in journalism from NTSC in 1949 and the M.S.J. from the Medill School, Northwestern, in 1952.

A new introductory course in press photography will be taught by another new staff member. He is Smith Kiker Jr., who received the B.S. in photojournalism in 1959 and the M.Ed. in audio-visual education in 1960 from East Texas State College.

*Northwestern University*—Eugene J. Webb joined the faculty of the Medill School of Journalism in September after serving three years as technical director in the research department of the *Chicago Tribune*. He was appointed assistant professor of advertising and director of research for the school. The second assignment is a newly-created post for the 1960-61 academic year. Webb, who earned his Ph.D. in psychology in 1956 at the University of Chicago, formerly was on the research staff of the Edward H. Weiss advertising agency.

Sidney Levy, social research expert, has been added to the Medill faculty to teach in the graduate area of advertising research, at the rank of lecturer. Levy is associate director of Social Research, Inc., Chicago, and a partner in the firm. He received his Ph.D. in social psychology from the University of Chicago.

Prof. Jacob Scher has returned to the school upon completion of a leave of absence during which he served as chief counsel for the Special Government Information Subcommittee of the House Government Operations Committee.

*Ohio Wesleyan University*—Marion E. Burton, vice-president of the Howard Swink Advertising Agency of Marion, Ohio, has been appointed lecturer in charge of advertising courses.

*Rutgers, State University*—Richard F. Hixson has been appointed as assistant professor and will teach courses in the editorial sequence. He has held editorial



posts on several Ohio newspapers and, prior to his new appointment, was an industrial editor with the Firestone Tire and Rubber Company in Akron. He received his M.A. at Western Reserve and B.A. at Youngstown University.

**San Diego State College**—The Department of Journalism has named Frank S. Holowach assistant professor and Alden N. Godfrey, lecturer.

Holowach was managing editor of the Titusville (Pa.) *Herald* for the past 12 years. A graduate of Edinboro State College, Holowach received his M.A. in journalism from the State University of Iowa.

Godfrey was formerly on the staff of the *Christian Science Monitor* and managing editor of the Wilmington (N.C.) *Morning Star*. He is director of public information, United Fund of San Diego County, and a partner in Pacific Publications.

**San Fernando Valley State College**—Charles Katzman, who has taught at UCLA seven years, and Roy Copperud, *Editor & Publisher* columnist and chief editorial writer of the Pasadena *Star-News* and *Independent*, have joined the part-time faculty of the journalism department.

**San Jose State College**—Leon N. Quera is a new associate professor in advertising in the Department of Journalism and Advertising. He fills the vacancy left by Prof. Carl Hoffmann, retired. Quera came to San Jose from a position as creative director for A.L.E. advertising agency, Columbus, Ohio. He holds an M.A. from Ohio State University. He has been also art director for the Ohio State Museum and display advertising staffer for the Columbus *Dispatch*.

**Southern Illinois University**—Dr. Frank Luther Mott, emeritus dean of the University of Missouri School of Journalism, has been named distinguished visiting professor fall term. He is teaching a graduate course, Literature of Journalism, and will give four Kappa Tau Alpha lectures.

**University of Texas**—Paul H. Wagner, Ohio State University, is visiting associate professor of the School of Journalism for the academic year. He is handling courses in editing, reporting and law.

**Texas Technological College**—Ralph L. Sellmeyer, editor of the Baldwin (Kan.) *Ledger*, has been appointed assistant professor to succeed Dr. David R. Bowers, who resigned to become executive editor of the *Delaware County Times*, Chester, Pa.

**Western Illinois University**—Dr. Ray H. Vanderburg, for four years on the journalism staff of Kansas State College, Pittsburg, has been named associate professor of journalism. He is instructing in journalism and advising the yearbook. He joins Dr. Reef V. Waldrep Jr., who came to the university last year. Dr. Waldrep is coordinator of publications and adviser of the student newspaper.

**University of Wisconsin**—The School of Journalism has added two associate professors, Wilmott Ragsdale and James A. Fosdick.

Ragsdale comes from the Bangkok Bureau of *Newsweek* magazine. He received the B.A. from the University of Washington and the M.A. from Johns Hopkins University. In addition, he has studied at the Sorbonne in Paris.

He once covered the White House and U.S. State Department for Transradio Press and then went to the *Wall Street Journal*. During the war he served as Washington correspondent, New York contributing editor, and London correspondent for Time, Inc. He has been on the *Newsweek* staff since 1957. He taught at Grinnell College as associate professor of English for four years.

Fosdick has been on the staff of the School of Journalism since January as instructor of photography, will continue studies toward the Ph.D. in mass communications. He taught journalism at Kent State University in Ohio, 1948-58.

Maurice E. White, associate professor in agricultural journalism, returned to the staff after completing his Ph.D. in extension education at Cornell University. He studied on a Danforth Foundation scholarship.

Ardyce Haring and Herman Felstehausen have been appointed as instructors in agricultural journalism following completion of their master's degrees in the department.



## SCHOLARSHIPS

**Columbia University**—Vision, Inc., in memory of Edwin Stout, a founder and first editor of *Vision* magazine, has granted a \$1,000 scholarship, to be awarded every other year to aid student travel and study in Latin America.

**Duquesne University**—The journalism department advisory committee, of the Pennsylvania Newspaper Publishers Association, has proposed to Western Pennsylvania publishers that each contribute \$50 this year to a loan-grant fund for students going into newspaper work.

**University of Minnesota**—A \$10,000 scholarship fund has been given to the School of Journalism as a memorial to David Silverman, assistant executive editor of the Minneapolis *Star and Tribune* who died in 1958, by the Variety Club of the Northwest. Interest from the fund principal will provide an annual scholarship for the upper division or graduate student whose "professional interest is news-editorial work and who has promise of outstanding professional performance in news journalism."

The Twin City News Photographers Association has established an annual \$100 scholarship for a photography student.

**University of Nevada**—The Crown Zellerbach Foundation has established a \$500 scholarship for an upper division student in journalism.

**Rutgers, The State University**—The Pica Club of North Jersey, one of the oldest organizations of newspapermen in the East, has established a \$250 annual scholarship.

**Texas Technological College**—The Lubbock (Texas) *Avalanche-Journal* has established a \$1,000 a year grant in the Journalism Department.

## COURSE CHANGES

**Memphis State University**—Two new courses, typography and press photography, will be offered in the Department of Journalism next spring. The typography class will be taught by Dr. Herbert Lee Williams, chairman of the department, and the photography course will be taught by a professional photographer.

**Syracuse University**—The School of Journalism recently introduced a photo-journalism program into its curriculum. Five 3-hour credit courses include a year of basic, a semester of publications photography, and a year of photographic workshops. In addition to the photographic courses the required journalism courses, a year of art courses is required. Included in the photographic workshop courses are the latest color techniques such as Ektacolor printing (Type C).

## PERSONALITIES

Dr. Howard R. Long, chairman of the Department of Journalism at Southern Illinois University, spent September in England as a representative of the University and the International Conference of Weekly Newspaper Editors at the fall get-together of the Editors' Guild at Wadham College at Oxford University. The SIU journalism chairman also serves as secretary of the weekly newspaper group.

Dean Theodore B. Peterson and Prof. Glenn Hanson of the University of Illinois College of Journalism and Communications conducted a magazine clinic Oct. 2-5 in Banff, Alberta, for 25 editors of Canadian education journals.

William Ames, assistant professor at the University of Washington School of Communications, assigned to cover political events in the area by the *Christian Science Monitor*, has had page-one by-line stories regularly in the West Coast edition of the paper.

Milo Ryan, professor in the radio-television division at Washington, consulted with the Library of Congress about cataloging the school's \$10,000 collection of broadcasts covering World War II. He sailed for Europe Sept. 28, where he will negotiate for exchange of recorded broadcasts with British Broadcasting Corp., and Radio France. He will return to his home campus Jan. 1.

The doctoral dissertation, "History of the St. Louis *Globe-Democrat*," by Dr. Jim A. Hart, associate professor of journalism at Ohio University, is being published serially by the St. Louis paper. It is also to be published by the Missouri Press.

Edward A. Walsh, head of journalism, Fordham University, was named to a

nine-member committee to form a world federation of Catholic schools of journalism at the Sixth Congress of the International Union of the Catholic Press in Santander, Spain, in July. The committee will operate from Fordham and the University of Lille in France.

Robert Lindsay, instructor in journalism at Minnesota, won an award for the "outstanding performance as an individual" from the Minnesota Citizens Committee on Public Education for his weekly "Current Issues" program on *KCTA-TV* educational station.

## SEMANTIC DIFFERENTIAL SCALES

(Continued from Page 562)

total scores for 10 area scales, not on individual questions which comprised the scales. And only one scale, "adequacy of news content," was designed to measure news characteristics.

From scores on the semantic differential a publisher may obtain a general picture of his public's attitude toward the paper. From the profile of scores on all 20 scales, he can see in which of the attitudinal areas his paper is strong and weak. Further, from comparing profiles based on scores for various sub-populations, such as ethnic, religious or political groups, he may be able to identify more critical problems of newspaper-reader relations.

The high correlation of this semantic differential with the Stanford Test and the general similarity of results suggests that it is measuring much the same attitudinal factors.

This semantic differential approach to measuring newspaper reader attitudes is easy and quickly administered and analyzed. Further, results of this study suggest that it can serve as a valid substitute for the longer Stanford Test when a less specific analysis is needed and time and facilities do not permit using the more complete, detailed instrument.

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## THE CUBAN REVOLT STORY

(Continued from Page 578)

cestral, historical and language ties with European nations. This seems the fact even though geographically we are much closer to Latin America; and surely, as President Eisenhower has pointed out,<sup>16</sup> we have wide social, economic, political and financial interests and responsibilities in Latin America today.

This is not to imply that the only foreign news we should print should concern information about Latin America. As Lester Markel has made quite clear,<sup>17</sup> worldwide events of any importance do affect the United States.

It seems pertinent to point out, however, that no matter how well events surrounding the revolution were reported by the wire services; no matter how much detail and background material was included in these dispatches; and no matter how much warning these reports would have given the individual newspaper reader, had he a chance to read them; all of this effort would have been fruitless had the wire editor not chosen to print that information in his newspaper.

The three newspapers received enough wire copy to tell the long, continuing story of the Cuban Revolution. They made little use of this material, however, until the last six days.

<sup>16</sup> Quoted in "Shop Talk at Thirty," *Editor & Publisher*, March 12, 1960, p. 84.

<sup>17</sup> *Ibid.*, April 30, 1960, p. 112.